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FOR IMMEDIATE RELEASE

**Early Learning the Focus of Day of Action**

Learning happens everywhere a child goes, but parents, grandparents and caregivers may not always know how to support that learning.

On Saturday, June 20, United Way will lead volunteers in a Day of Action devoted to the promotion of everyday early learning opportunities available to Knox County residents. As part of United Way's Early Childhood Initiative, a new early learning playground was installed at Riverside Park in Mount Vernon last week, while a Born Learning Trail was constructed to compliment learning activities at the playground.

This early learning trail is a series of learning activities that any adult can play with young children. The Born Learning Trail was made available to Knox County residents through a partnership between Rolls-Royce and United Way.

Saturday's event at Riverside Park will begin with a 10 a.m. playground and trail dedication ceremony, followed by three hours of free activities for infants, toddlers, parents and caregivers. Activities include learning about infant sign language, discovering the benefits of baby massage, and participating in child developmental and vision screenings. In addition, games, art, kid friendly food, reading time, a book giveaway and music guarantee a great environment for families to spend time together while incorporating early learning strategies that help children prepare for school.

Parent materials about Knox County's Born Learning Campaign will be made available during the event. Born Learning materials and the free Day of Action event are made possible by The Community Foundation of Mount Vernon and Knox County, The Community Mental Health and Recovery Board of Licking and Knox Counties, The Kiwanis Club of Mount Vernon, The Kroger Company, Music to Go by Jim Bonnette, The Ohio Children's Trust Fund, Rolls-Royce, and United Way of Knox County. Day of Action is a project of the Knox County Family and Children First Council's Child Advocacy Committee.

For more information, contact United Way of Knox County at 740 397-5721 or [liveunited@uwayknox.org](mailto:liveunited@uwayknox.org).

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